GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Department for Women, Children, Differently Abled & Senior Citizens – NMBA - Designation of one Director cadre officer of the WDAT&SC Department as the State Nodal Officer (SNO) for making NMBA (Nasha Mukt Bharat Abhiyan) campaign successful & to achieve drug-free Andhra Pradesh - Orders –Issued.

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DEPARTMENT FOR WOMEN, CHILDREN, DIFFERENTLY ABLED AND SENIOR CITIZENS (PROG.II)

G.O.RT.No. 77 Dated: 29-05-2025

Read the following:

1. G.O. Rt. No.160, Dept. for WCDA&SC (Prog.II), Dt:14.08.2020
2. From the Director, WDAT & SC, A.P., Vijayawada, Lr. No.E/2505875/2024, Dt:07.05.2025.

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ORDER:

Vide reference 1st read above, the State Level Nasha Mukt Bharat Campaign Committee was constituted and Sri M.A Kumar Raja, the then Dy. Director, Directorate of Differently Abled, Transgender & Senior Citizens, A.P., Vijayawada (9490720301 & kumar.raja@gov.in) was designated as the State Nodal Officer, Nasha Mukt Bharat Abhiyaan (NMBA) Campaign and he was requested to coordinate with all the officers including district level officers.

2. The significance of NMBA can be summarised as follows:

The Nasha Mukt Bharat Abhiyan (NMBA) is vital for Andhra Pradesh to curb drug abuse, particularly among youth, through awareness, enforcement, and rehabilitation. The state's coastal and urban areas face drug trafficking risks, necessitating strong coordination between police, excise, and port authorities for surveillance. Education, health, and women & child welfare departments collaborate to conduct school campaigns, counseling, and community outreach. Panchayati Raj institutions and NGOs play a key role in grassroots mobilization, while rehabilitation centers (supported by social welfare dept.) aid recovery. This multi-departmental approach ensures a comprehensive strategy for a drug-free Andhra Pradesh.

3. Given the importance of the Nasha Mukt Bharat Abhiyan (NMBA) in making the Drugs Free Andhra Pradesh and issues reported by the Director, WDAT &SC AP in the reference 2nd cited above, State Government decided to designate one state nodal officer in the Director cadre exclusively to drive the NMBA campaign in the State of Andhra Pradesh as it is important priority subject of the Government at present as well as that of Government

of India and to make the NMBA Campaign successful by effectively coordinating with all line departments such as HM&FW Department, Home Department, Education Department, MA&UD Department, PR&RD Department, Excise Department and EAGLE Teams, Local Police, District Assistant Directors and many others as was done reference 1st read above.

4. The State Nodal Officer (SNO) will be assisted by the staff of O/o the Director, WDAT&SC Department, AP, i.e., One Assistant Director to the extent of NMBA Activities Only and Senior Assistant to the extent of NMBA Activities Only.

5. Sri M.A. Kumar Raja, Managing Director (MD), Andhra Pradesh Differently Abled & Senior Citizens Assistance Corporation (APDASCAC), who acted earlier as the State Nodal Officer for Nasha Mukt Bharat Abhiyan, is the eligible Director Cadre Officer with his more than 30 years vast experience in implementation of the Welfare programmes in the Welfare of the Differently Abled, Transgender and Senior Citizens Department, A.P and prior experience in tackling the Nasha Mukt Bharat Abhiyan activities in coordination with all line departments. He was temporarily promoted on adhoc basis as Director, Welfare of Differently Abled Transgender & Senior Citizens and posted as Managing Director, A.P Differently Abled and Senior Citizens Assistance Corporation, A.P., Vijayawada **on deputation basis** in terms of orders issued in G.O.(P) No.10, Finance & Plg. (FW.FR-II) Dept., Dated.22.01.1993 read with G.O.Ms.No.2, Fin(F.R-II) Dept., dated.02.01.2010 under Foreign Service terms.

6. Whereas, in Public interest and pending enquiry processes & disciplinary proceedings involved against Sri M.A. Kumar Raja, Government hereby orders the Director, WDAT&SC Department, AP, Sri B. Ravi Prakash Reddy to look after every official activity of the AP Differently Abled & Senior Citizens Assistance Corporation (APDASCAC) including the O/o MD, APDASCAC & all Financial Matters of the Corporation until further orders and whereas, Sri M.A. Kumara Raja, one of the Directors of the WDAT&SC Department, originally promoted and posted as the MD, APDASCAC on deputation basis since the date of his promotion, is hereby ordered to function as the State Nodal Officer (SNO) exclusively for Nasha Mukt Bharat Abhiyan (NMBA) since the NMBA demands his senior leadership and Director Level Officer with vast previous experience in welfare programmes and NMBA campaign activities. He continues to hold the responsibilities of SNO, NMBA only until all Disciplinary Proceedings pending against him are culminated.

7. Whereas, in the Public Interest, Sri M.A. Kumar Raja, in the capacity of the MD, APDASCAC, continues to draw the salary and other allowances from the Andhra Pradesh Differently Abled & Senior Citizens Assistance Corporation (APDASCAC) since he is continuing as the MD, APDASCAC on deputation since the date of his promotion. However, he would function as the State Nodal Officer (SNO) solely for the successful implementation of the Nasha Mukt Bharat Abhiyan (NMBA) without his further involvement in any affair of the APDASCAC until all enquiries & disciplinary proceedings pending against him are culminated.

8. The role of the Director as the State Nodal Officer of the Nasha Mukt Bharat Abhiyan (NMBA) aligns with the strategic redeployment of senior officers to priority sectors, without prejudice to the orders of the Hon'ble High Court in the W.P. 11116 of 2025 vis-à-vis the ongoing enquiries and disciplinary proceedings against Sri M.A. Kumar Raja.

9. The Director, Welfare of Differently Abled, Transgender and Senior Citizens, A.P., Vijayawada shall take further necessary action in this matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A SURYA KUMARI
SECRETARY TO GOVERNMENT

To
The Director, Welfare of Differently Abled, Transgender & Senior Citizens, A.P., Vijayawada.
The MD, APDASCAC, Vijayawada. (Through the Director, Welfare of Differently Abled, Transgender & Senior Citizens, A.P., Vijayawada)
Copy to :
The Accountant General, AP, Vijayawada.
The Pay & Accounts Officer, A.P., Mangalagiri.
The Director of Works and Accounts, A.P., Mangalagiri.
The Finance FMU (WDCWLETFH) Department.
The CEO, APCFSS, Mangalagiri.
The P.S to Secy., to Govt., Dept., for Women, Children, Differently Abled & Senior Citizens
SF/SC.

//FORWARDED::BY ORDER//

(J. Madhav Kiran)
SECTION OFFICER